

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (original): A method of providing a branded channel, wherein the branded channel is associated with a brand and the branded channel includes branded channel content that is relevant or related to the brand, the method comprising the steps of:

delivering the branded channel via a communication medium;

displaying the branded channel content, whereby the displaying step displays branded channel content that is associated with other content, the other content including a first progressive marketing opportunity; and

displaying the first progressive marketing opportunity, wherein the first progressive marketing opportunity is a marketing opportunity that is related to the displayed branded channel content.

Claim 2 (original): The method of claim 1, wherein the branded channel content includes high bandwidth content.

Claim 3 (original): The method of claim 1, further comprising the step of:

selecting the branded channel content for display, whereby displaying the branded channel content step displays the branded channel content based on the selecting step.

Claim 4 (original): The method of claim 3, wherein the selecting step includes receiving a user selection of the branded channel.

Claim 5 (original): The method of claim 3, wherein the selecting step includes a client filtering the branded channel content.

Claim 6 (original): The method of claim 1, wherein the first progressive marketing opportunity includes an offer of a product or service, the method further comprising the steps of:

receiving a selection of the first progressive marketing opportunity, whereby the offer is accepted; and

fulfilling the first progressive marketing opportunity, whereby the product or service is provided.

Claim 7 (original): The method of claim 6, further comprising the step of:

repeating the displaying step, receiving step, and fulfilling step for a second progressive marketing opportunity.

Claim 8 (original): The method of claim 1, wherein the delivering step delivers the branded channel via a broadband medium.

Claim 9 (original): The method of claim 1, wherein the displaying the branded channel content step includes displaying bundled branded channels of a plurality of related brands.

Claim 10 (original): The method of claim 1, wherein the displaying the branded channel content step includes displaying bundled branded channel content of a plurality of related brands.

Claim 11 (original): The method of claim 1, wherein the displaying the branded channel content step includes displaying a second progressive marketing opportunity.

Claim 12 (original): The method of claim 1, wherein the displaying the branded channel content step includes displaying a how-to video.

Claim 13 (original): The method of claim 1, wherein the displaying the first progressive marketing opportunity step includes displaying an offer to order installation of a product.

Claim 14 (original): The method of claim 1, wherein the displaying the first progressive marketing opportunity step includes displaying an offer to order parts for delivery.

Claim 15 (original): The method of claim 1, wherein the displaying the branded channel content step includes displaying consumer aspect content.

Claim 16 (original): The method of claim 15, wherein the displaying the branded channel content step displays the consumer aspect content on a client computer in a user home.

Claim 17 (original): The method of claim 15, wherein the displaying the branded channel content step displays the consumer aspect content on an interactive kiosk in a retail outlet.

Claim 18 (original): The method of claim 1, wherein the displaying the branded channel content step includes displaying retail aspect content.

Claim 19 (original): The method of claim 18, wherein the displaying the branded channel content step displays the retail aspect content on a client computer in a user home.

Claim 20 (original): The method of claim 18, wherein the displaying the branded channel content step displays the retail aspect content on an interactive kiosk in a retail outlet.

Claim 21 (original): The method of claim 18, further comprising the steps of:
displaying a moment-in-time marketing opportunity, wherein the moment-in-time marketing opportunity includes an offer related to a product or service;

receiving a selection of the moment-in-time marketing opportunity, whereby the offer is accepted; and,

fulfilling the moment-in-time marketing opportunity, whereby the product or service is provided.

Claim 22 (original): The method of claim 21, wherein displaying the moment-in-time marketing opportunity step further includes displaying a credit award offer that specifies a number of credits that are awarded if the product or service offer is selected and fulfilled, the method further comprising:

verifying fulfillment of the moment-in-time marketing opportunity; and

awarding the credits specified in the credit award offer, wherein the credits may be used to purchase content.

Claim 23 (original): The method of claim 18, wherein the displaying the retail aspect content step includes displaying one or more moment-in-time avails, the method further comprising the step of:

selling a moment-in-time avail to an advertiser so that the advertiser can provide an advertisement for inclusion on the branded channel.

Claim 24 (original): The method of claim 1, wherein the displaying the branded channel content step includes displaying content selected from the group consisting of: consumer aspect content, retail aspect content and enterprise aspect content.

Claim 25 (original): The method of claim 1, wherein the displaying the first progressive marketing opportunity step includes displaying an electronic form for use in ordering a product or service, the method further comprising the steps of:

transmitting the electronic form to a brand-processing center for processing, wherein the transmitted electronic form includes entered data related to ordering the product or service.

Claim 26 (original): The method of claim 25, wherein the electronic form includes data fields for entering information in exchange for credits rewarded to a user's credit account, the method further comprising the step of:

adding credits to the user's credit account.

Claim 27 (withdrawn): A branded channel associated with a brand, wherein the branded channel is delivered via a communication medium, the branded channel comprising:

branded channel content relevant to the brand, wherein the branded channel content is displayed by a client computer on a display device; and

progressive marketing opportunities, wherein the progressive marketing opportunities:

are related to the branded channel content;

include offers for products or services of the brand; and

can be selected by a user of the client computer.

Claim 28 (withdrawn): The branded channel of claim 27, further comprising:

links to other content, wherein the links are displayed with the branded channel content and may be selected by the user of the client computer to access the progressive marketing opportunities.

Claim 29 (withdrawn): The branded channel of claim 27, wherein the client computer is an interactive kiosk in a retail outlet.

Claim 30 (withdrawn): The branded channel of claim 29, further comprising:

moment-in-time marketing opportunities, wherein the moment-in-time marketing opportunities include an advertisement related to product sold in the retail outlet and the advertisement is displayed on the interactive kiosk in an aisle in which the product is offered for sale.

Claim 31 (original): A method of placing avails in a retail outlet, comprising the steps of:

delivering a branded channel to a client in a retail outlet, wherein the branded channel includes branded channel content;

locating the client in a particular location of the retail outlet, wherein the particular location contains related products; and

displaying the branded channel content on the client in the particular location, wherein the branded channel content includes content relevant to one or more of the related products in the particular location.

Claim 32 (original): The method of claim 31, wherein the delivering step includes using an interactive kiosk that facilitates user interaction with the branded channel.

Claim 33 (original): The method of claim 32, further comprising the step of selling moment-in-time avails to companies whose products are contained in the aisle.

Claim 34 (withdrawn): An interactive kiosk, comprising:

a display that displays a branded channel, wherein the branded channel comprises branded channel content relevant to products displayed proximate the interactive kiosk;

an input device that enables a user to enter data;

a broadband connection, that enables the interactive kiosk to receive broadband content; and

a processor, that processes instructions to display specific content and to transmit data entered into with the input device.

Claim 35 (original): A method of providing a branded channel, wherein the branded channel is associated with a brand and the branded channel includes only branded channel content that is relevant or related to the brand, the method comprising the steps of:

delivering the branded channel via a communication medium to a location in a retail outlet, wherein the branded channel content includes retail aspect content;

displaying the retail aspect content, wherein the retail aspect content includes moment-in-time marketing opportunities; and,

displaying the moment-in-time marketing opportunities, wherein the moment-in-time marketing opportunities are related to products or services offered for sale at the location in the retail outlet.

Claim 36 (original): The method of claim 35, wherein the moment-in-time marketing opportunity includes an offer of a product or service, the method further comprising the steps of:

receiving a selection of the moment-in-time marketing opportunity, whereby the offer is accepted; and,

fulfilling the moment-in-time marketing opportunity, whereby the product or service is provided.

Claim 37 (original): The method of claim 35, wherein the displaying the moment-in-time marketing opportunities includes the step of:

displaying advertisements on an interactive kiosk at the location in the retail outlet.

Claim 38 (original): The method of claim 37, wherein the displaying advertisements on an interactive kiosk step includes the step of:

displaying moment-in-time avails.

Claim 39 (original): The method of claim 38, further comprising the step of:

selling a moment-in-time avail.

Claim 40 (original): The method of claim 34, wherein the displaying the retail aspect content step displays branded channel content with links to other content, the other content including a progressive marketing opportunity, the method further comprising the steps of:

displaying the first progressive marketing opportunity, wherein the first progressive marketing opportunity is a marketing opportunity that is related to the displayed retail aspect content and the first progressive marketing opportunity includes an offer of a product or service;

receiving a selection of the progressive marketing opportunity, whereby the offer is accepted; and

fulfilling the progressive marketing opportunity, whereby the product or service is provided.